



## Ways to Increase the Competitiveness of Enterprises

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Received 09<sup>th</sup> Nov 2022,

Accepted 10<sup>th</sup> Dec 2022,

Online 30<sup>th</sup> Jan 2023

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**Abstract:** Each enterprise is located in an economic environment where interaction is carried out in close relationship with other enterprises and buyers. The real success of the enterprise directly depends on the effective development, accumulation in the constant mode of analyzing information about its own prospects and opportunities, the state of the markets, the position of competitors and its competitiveness. Improving the quality of products and the competitiveness of the enterprise contributes to the entry of the enterprise into the world market, increase in exports, contributes to the formation of the image of the enterprise as an economically reliable partner, as well as meeting the diverse demand of consumers.

**Key words:** competitiveness, competitiveness assessment, enterprise, ways to increase competitiveness.

Competition is the driving force behind the development of a market society, the main tool for saving resources and improving the standard of living of the population. Small enterprises have significant competitive advantages compared to medium-sized enterprises and their development affects the acceleration of scientific and technological progress, the saturation of the market with fundamentally new competitive products and technologies, but the creation of additional jobs.

The active pace of economic development today is forcing many enterprises to actively reconsider their competitive advantages both in positioning and in terms of goods and services offered.

It can be said that improving the quality of products and the competitiveness of an enterprise contributes to the entry of an enterprise into the world market, an increase in exports, contributes to the formation of an image of an enterprise as an economically reliable partner, as well as meeting the diverse demand of consumers.

In modern conditions, competitiveness is the most important indicator of any enterprise. In order for this indicator to occupy a high position, you must always make efforts, study your competitors, consumer demand, improve and develop your organization. Only with full awareness and analysis of all factors, it is possible to identify development strategies and plan further activities that will increase the competitiveness of the enterprise [1].

There are certain methods for assessing the competitiveness of an enterprise:

1. Matrix methods. This approach is based on the marketing assessment of the economic activities of the manufacturer and its product. The essence of the method is the analysis of the competitiveness of the enterprise, taking into account the life cycle of products.
2. Methods based on the assessment of the competitiveness of products. This group of methods is based on the fact that the competitiveness of the product and the enterprise are directly proportional.
3. Qualimetric and marketing methods are used to determine the competitiveness of a product, most of which is to find the price-quality ratio. These methods are based on the theory of effective competition. The meaning of this approach lies in the scoring of the enterprise's ability to ensure competitiveness. All its possibilities formulated during the analysis aimed at achieving competitive advantages are evaluated by experts from the standpoint of available resources and factors.
4. Complex methods. Within the framework of such methods, the assessment is carried out on the basis of determining the potential and current competitiveness. As a rule, the current competitiveness is determined on the basis of an assessment of the competitiveness of its products, and the potential one is determined according to the principle of methods that are based on the theory of effective competition.

Methods for increasing competitiveness are universal and suitable for almost any company.

In order to identify ways to improve the competitiveness of an enterprise, it is necessary, first of all, to determine what factors affect a particular organization, to analyze and evaluate its competitors in order to identify strengths and weaknesses, and as a result, determine ways that will contribute to increasing competitiveness.

In general, we can imagine the following ways of developing competitiveness, which can be suitable for the activities of any enterprise in modern conditions:

1. Technical:

- use of scientific and technological progress achievements;
- providing the necessary high-level equipment;
- possession of unique knowledge (patents, licenses, know-how), strong contacts with scientific institutions;
- use only high-quality raw materials;
- improvement of standards.

2. Organizational:

- availability of highly qualified labor force;
- continuous training and retraining of personnel;
- introduction of modern methods of organization of production management;
- improvement of the goods distribution system;
- increasing the material interest of employees and improving working conditions;
- use of domestic and foreign experience in the field of increasing competitiveness.

3. Socio-economic:

- improvement of the pricing system;
- use of an effective system of labor motivation;

- investment cooperation with foreign countries;
- registering your trademark and using branded products;
- conducting marketing research of the market, in order to establish the needs of buyers;
- development and wide range of products.

To avoid falling market share, the company needs to monitor the quality of its products, constantly analyze competitiveness and make attempts to improve the indicator, even if the results of the study are positive. Using these ways, the company will be able to increase both its competitiveness and strengthen its financial stability [2].

Let us consider in more detail several ways to increase the competitiveness of an enterprise:

- growth of sales volumes of the product;
- improving the quality of the product;
- cost reduction;
- benchmarking [3].

One of the ways to increase competitiveness is to increase the volume of sales of a product (service or work).

It should be considered that an increase in sales volumes in itself will not bring the desired results, since this does not take into account such important indicators as the amount of expenses of the enterprise, its profit, etc.

When organizing the production process and planning volumes in accordance with this method, it is necessary to solve a number of problems, one of the most important of which is to determine the volume of product sales, which will ensure break-even production activities.

Another direction is to improve the quality of the manufactured product, which will affect:

- acceleration of the scientific and technical process;
- development of new markets;
- increase in exports;
- prosperity.

Solving the problem of product quality will raise the image of the enterprise among buyers, will become the key to entering the foreign market, and will also be the basis for maximizing profits.

Cost reduction is the traditional, oldest and most researched method of increasing competitive advantage.

In this case, the advantageous position will be the enterprise that, having taken a certain set of measures, has achieved lower costs than competitors.

However, in modern conditions it is quite difficult to maintain such an advantage; the implementation of this method requires a clear, coordinated work of employees to improve production technologies, logistics and R&D, personnel management and organizational culture.

Enterprises choosing the path of increasing competitive costs constantly analyze costs at all stages of design, release and sale of the product. An important role here is played by marketers who must continuously monitor the market, conduct functional and cost analysis, track the latest technologies, as well as the costs of competing enterprises.

Another effective tool for increasing the competitiveness of an enterprise is benchmarking.

Benchmarking is a systematic, continuous search and study of the best practices of competitors and players in related industries, a constant comparison of the desired results and business changes with the developed reference model.

Based on the information received, it is necessary to provide support for a system of continuous improvements in the performance of enterprises.

The study of the mechanisms of influence on the development and improvement of the competitiveness of enterprises would allow many enterprises to improve the economic mechanism and increase their positions in the market, to become competitive in the complex.

It is the growth of the competitiveness of an enterprise that will allow any enterprise to participate in the competition, enabling the enterprise to function independently in a constantly evolving competitive environment to attract and retain buyers of its products (constantly improving its quality), increase market share and increase competitive advantage.

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